



## Do More with Imaging

ZEBRA'S POWERFUL 2D IMAGING SCANNER SOLUTIONS FOR THE HOSPITALITY INDUSTRY

### Get More Technology

**ZEBRA'S ADVANCED IMAGERS CAN COVER EVERY CUSTOMER TOUCHPOINT.**

Exceeding expectations is the key to success in the hospitality industry. Satisfied guests are repeat guests, who expect to be rewarded for their loyalty. This is driving the rapid rise in mobile loyalty applications and the need for barcode scanners in places where they have not been before. Whether it's at the local coffee shop or the quick-serve drive-thru, customers want to load up their mobile gift cards and pay with a quick scan of their smartphone, so purchases are tracked and they receive their rewards.

Providing an exceptional customer experience is also essential for hotels and entertainment venues. Zebra Imagers help make this possible. From scanning items at the gift shop to validating tickets at the theater, whether on-screen or printed on paper, Imagers from Zebra keep the lines moving and guests coming back.

### Capture The Code, Win The Customer

#### **Read all barcodes**

In addition to reading traditional 1D and 2D barcodes found on tickets, gift shop items, registration badges and plastic loyalty cards, Zebra Imagers can read electronically-delivered barcodes. Presented on the screen of a mobile device or tablet these enable mobile payment, loyalty and coupon applications.

#### **Omnidirectional scanning**

Keep lines moving faster, as no time is lost having to align the device with the barcode.

#### **Enhanced range**

Because many of our imagers offer enhanced range, you can scan barcodes that are difficult to reach, so there is no need to delay customer flow or handle a customer's mobile device.

## Do More Business

### DELIGHT GUESTS AND IMPROVE CUSTOMER LOYALTY

#### UNBEATABLE PERFORMANCE

Zebra's market-leading Imagers provide the performance needed to support traditional barcode scanning as well as new mobile applications.

#### MOBILE MARKETING

Electronically-delivered barcodes can be scanned off of the screen of a mobile phone, tablet or other device:

- **Mobile payments** – customers can load up their mobile gift card and use it to pay for purchases without having to worry about carrying cash or credit cards.
- **Mobile loyalty** – moving the loyalty program from plastic card to mobile device means a customer's loyalty card is always at hand. Customers earn points, deals and coupons for repeat purchases and businesses gain valuable insights into spending habits so they can personalize their offers in a more targeted way.
- **Mobile coupons** – send discounts and offers direct to mobile devices to encourage repeat visits and drive traffic.

#### VERIFICATION

Scanning the barcode on the back of a driver's license enables staff to automatically input identity information and other details.

- **Identity monitoring** – automatic data entry ensures accuracy and helps keep check-in or payment lines moving.
- **Age verification** – helps ensure that age restricted items such as tobacco or alcohol are not served to underage guests.

- **Auto-population** – scan a customer's driver's license to quickly sign them up to your loyalty program.
- **Image capture** – capture an image of your guest and print it on a loyalty or access card to monitor access and track purchases or visits.

#### Zebra 2D Imagers for the hospitality industry

**DS9808** – Hybrid handheld /hands-free 2D Imager

**DS9208** – Hands-free presentation Imager

**DS8100** – Advanced handheld imager

**DS4308 in Intellistand** – Handheld Imager with stand

**DS2200** – Affordable 2D imager

**CS4070** – Companion Scanner

**CC5000 10** – Customer Concierge – Tablet-style kiosk

**CS4070** – Companion Scanner

**DS457** – Small footprint, fixed mount Imager

## Why Choose Zebra Imaging Technology?

Hotels, restaurants and entertainment venues globally rely on the proven quality of Zebra Imagers to help them deliver the superior service their customers expect.

**There's an imager made for you** – with a broad portfolio offering handheld, hands free, corded and cordless, Zebra has the purpose-built imager to suit the needs of every application and environment.

**We are the market leader** – pioneers in barcode research for over 35 years, we have over 2000 years of collective experience among our research and development team. Our long history of firsts includes the first handheld scanner, the first wireless scanner and the very first hybrid imager to unite handheld and hands-free ergonomics in one device.

**Everyday technology that's simple to deploy** – Zebra's **123Scan** utility makes configuring your imager quick and easy. SMS, our Scanner Management Service, lets you manage your imager fleet from a central location. And our **Software Development Kit** gives you the flexibility to truly customize your solution for specific tasks and bespoke systems.

**Our imagers are developed by experts in the hospitality industry** – using the broad experience our team has in hotels, restaurants and entertainment venues, we develop products that best meet the particular challenges and changes affecting your business.

TO LEARN MORE ABOUT ZEBRA RUGGED IMAGERS FOR HOSPITALITY,  
VISIT [ZEBRA.COM/HOSPITALITYIMAGERS](http://ZEBRA.COM/HOSPITALITYIMAGERS)



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